In the Claims

Claims pending

- At time of the Action: Claims 1-2, 4-16, 18-19, 21-26, 28-29. 31-32 and 34-36
- After this Response: Claims 1-2, 4-16, 18-19, 21-26, 28-29. 31-32 and 34-36.

Currently Amended Claims: Claims 1, 11, 31 and 35

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Currently Canceled Claims: Claims, 3, 17, 20, 27, 30, 33 and 37.

1. (**Currently Amended**) A method for open content model Web service messaging in a networked computing environment, the method comprising:

generating a transport neutral message comprising message recipient information, endpoint addressing information, and one or more reference properties comprising selectively opaque message context, a portion of the selectively opaque context directs a message recipient as to how to handle one or more messages sent to the endpoint in a session;

binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient, the portion not directed to the message recipient being sent to one or more entities within a service.

2. (**Previously Presented**) A method as recited in claim 1, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient

3. (**Canceled**)

4. (**Previously Presented**) A method as recited in claim 1, wherein the message recipient is a service coordinator.

5. (**Previously Presented**) A method as recited in claim 1, wherein the selectively opaque message context is based on an Extended Markup Language (XML) messaging protocol.

6. (**Previously Presented**) A method as recited in claim 1, wherein binding, the transport protocol is based on Simple Object Access Protocol (SOAP).

7. (**Previously Presented**) A method as recited in claim 1, wherein the addressing information and selectively opaque message context are respectfully specified by an endpoint reference and message information headers.

8. (**Original**) A method as recited in claim 7, wherein the endpoint reference is self-contained service endpoint description.

9. (**Original**) A method as recited in claim 7, wherein the endpoint reference and/or message information headers provide identification and description of specific service instances and/or specific instance details.

10. (**Original**) A method as recited in claim 7, wherein the message information headers further comprise a reply to property identifying an intended recipient for a reply to the transport neutral message, a relates to property that indicates how the transport neutral message relates to a different transport neutral message.

11. (**Currently Amended**) A computer-readable storage medium comprising computer-program instructions for open content model Web service messaging in a networked computing environment, the computer-program instructions being executable by a processor for:

generating a transport neutral message comprising message recipient information, endpoint addressing information, and one or more reference properties comprising selectively opaque message context, the addressing information and selectively opaque message context are respectfully specified by an endpoint reference and message information headers, the message information headers further comprising a reply to property identifying an intended recipient for a reply to the transport neutral message, [[and]] a relates to property that indicates how the transport neutral message relates to a different transport neutral message, at least one of the one or more reference properties to ensure that the reply contains additional information to provide one or more functions related to a

sender's implementation, and a fault to property that is used to send one or more responses to a specific entity when there is a fault associated with the message;

binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient.

12. (**Previously Presented**) The computer-readable storage medium as recited in claim 11, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

13. (**Previously Presented**) The computer-readable storage medium as recited in claim 11, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session

14. (**Previously Presented**) The computer-readable storage medium as recited in claim 11, wherein the message recipient is a service coordinator.

15. (**Previously Presented**) The computer-readable storage medium as recited in claim 11, wherein the selectively opaque message context is based on an Extended Markup Language (XML) messaging protocol.

16. (**Previously Presented**) The computer-readable storage medium as recited in claim 11, wherein binding, the transport protocol is based on Simple Object Access Protocol (SOAP).

17. (**Canceled**)

18. (**Previously Presented**) The computer-readable storage medium as recited in claim 17, wherein the endpoint reference is self-contained service endpoint description.

19. (**Previously Presented**) The computer-readable storage medium as recited in claim 17, wherein the endpoint reference and/or message information headers provide identification and description of specific service instances and/or specific instance details.

20. (**Canceled**)

21. (**Currently Amended**) A computing device comprising:

a processor; and

a memory coupled to the processor, the memory comprising computer-program instructions executable by the processor for open content model messaging in a networked computing environment, the computer-program instructions comprising instructions for:

generating a transport neutral message comprising message recipient information, endpoint addressing information, and one or more reference properties comprising selectively opaque message context,

wherein a portion of the selectively opaque context directs a message recipient as to how to handle one or more messages sent to the endpoint in a session, and

further wherein the addressing information and selectively opaque message context are respectfully specified by an endpoint reference and message information headers, the message information headers further comprising a reply to property identifying an intended recipient for a reply to the transport neutral message, [[and]] a relates to property that indicates how the transport neutral message relates to a different transport neutral message, at least one of the one or more reference properties to ensure that the reply contains additional information to provide one or more functions related to a sender's implementation and a fault to property that is used to send one or more responses to a specific entity when there is a fault associated with the message;

binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient.

22. (**Original**) A computing device as recited in claim 21, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

23. (**Original**) A computing device as recited in claim 21, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session.

24. (**Original**) A computing device as recited in claim 21, wherein the message recipient is a service coordinator.

25. (**Original**) A computing device as recited in claim 21, wherein the selectively opaque message context is based on an Extended Markup Language (XML) messaging protocol.

26. (**Original**) A computing device as recited in claim 21, wherein binding, the transport protocol is based on Simple Object Access Protocol (SOAP).

27. (**Canceled**)

28. (**Previously Presented**) A computing device as recited in claim 27, wherein the endpoint reference is self-contained service endpoint description.

29. (**Original**) A computing device as recited in claim 27, wherein the endpoint reference and/or message information headers provide identification and description of specific service instances and/or specific instance details.

30. (**Canceled**)

31. (**Currently Amended**) A computing device comprising:

a processor; and

a memory coupled to the processor;

an open content model (OCM) messaging component stored in the memory and executed on the processor to:

generate a transport neutral message comprising message recipient information, endpoint addressing information, and one or more reference properties comprising selectively opaque message context, a portion of the selectively opaque context directs a message recipient as to how to handle one or more messages sent to the endpoint in a session;

bind the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient, the portion not directed to the message recipient being sent to one or more entities within a service.

32. (**Original**) A computing device as recited in claim 31, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

33. (**Canceled**)

34. (**Original**) A computing device as recited in claim 31, wherein the message recipient is a service coordinator.

35. (**Currently Amended**) A computer-readable storage medium comprising computer-program instructions executable by a processor for implementing an open content model data structure thereon, the open content model data structure comprising:

a message recipient data field;

an endpoint addressing data field; and

one or more reference properties data fields comprising selectively opaque message context, at least a portion of the selectively opaque message context is not directed to the message recipient, a portion of the selectively opaque context directs a message recipient as to how to handle one or more messages sent to the endpoint addressing data field in a session and the portion not directed to the message recipient being sent to one or more entities within a service.

36. (**Previously Presented**) The computer-readable storage medium as recited in claim 35, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

37. (**Canceled**)